

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| First Named Inventor: | Goetz von Groll | Confirmation No.: | 1905 |
| Appln. No.: | 10/604,906 | Examiner: | Vu, Bai D |
| Filing Date: | August 26, 2003 | | |
| Title: | METHOD OF QUANTITATIVE ANALYSIS OF CORPORATE COMMUNICATION PERFORMANCE | Group Art Unit: | 2165 |

AMENDMENT AND RESPONSE UNDER 37 C.F.R. 1.111

Mail Stop Amendment
 Commissioner for Patents
 P. O. Box 1450
 Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action of April 29, 2008, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Amendments to the Drawings begin on page 5 of this paper and include both an attached replacement sheet and an annotated sheet showing changes.

Remarks/Arguments begin on page 6 of this paper.

An **Appendix** including amended drawing figures is attached following page 8 of this paper.